



Via ECFS

June 29, 2017

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Re: *Ex Parte* Notice: GN Docket No. 16-142, *Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard*

Dear Ms. Dortch:

On June 27, 2017, the below listed members of the AWARN Alliance met at the Federal Communications Commission with members of the Commission’s Media Bureau – also listed below – regarding the pending rulemaking of the proposed ATSC 3.0 Next Generation broadcast television standard.

Members of the AWARN Alliance gave a brief update on the status of the Alliance since it filed comments in the proceeding and since members of the Media Bureau staff saw demonstrations of AWARN alert simulations on March 6, 2017 at WJLA-TV. The briefing included information on new HTML5 versions of the alerts, the newest members to join the Alliance, and discussions with the Korea Radio Promotion Association (RAPA) regarding possible collaboration for development of advanced alerting using the ATSC 3.0 standard.

The Alliance updated the Media Bureau members on the newly formed AWARN Advisory Committee and planning for the inaugural meeting of the Committee. We also discussed the capabilities of advanced alerting to reach persons with disabilities.

The Alliance reiterated its support for the positions it expressed in the original *Joint Petition* of April 2016 and comments filed on May 9, 2017, including the need to avoid simulcasting rules that restrict the ability of broadcasters to introduce new services only possible on stations broadcasting in the ATSC 3.0 standard, including AWARN alerts.

We also reiterated the Alliance position that we do not support mandates on broadcasters or device makers and that the voluntary approach to advanced alerting is leading to innovation. We stressed the importance of continued support from the Commission for advanced emergency alerting and its voluntary development and adoption by all stakeholders in Next Generation Television.

Please contact the undersigned should you have any questions regarding this matter.

Sincerely,

/s/

John M. Lawson
Executive Director
AWARN Alliance
1602 Belle View Blvd #570
Alexandria VA 22307

cc: Meeting attendees listed below:

From the FCC Media Bureau:

Michelle Carey
Martha Heller
Nancy Murphy
Steve Broeckaert
Kathy Berthot
Kim Matthews
Evan Baranoff
Brendan Murray

From the FCC Office of General Counsel:

Susan Aaron

From AWARN Alliance:

John Lawson
Fiona James
Joon Song